



KUTV
299 S Main St
Ste 150
Salt Lake City, UT 84111

Mentzer Media Services
600 Fairmount Ave
Ste 306
Towson, MD 21286

Contract # 1399748

Schedule Dates 10/29/12-11/06/12
Advertiser Center for Women-Legislative Act Co (74872)
Agency Mentzer Media Services (1381)
Product POLITICAL ISSUE (ns) (1187)
Brand CWA-LEGISLATIVE ACT (482107)
Salesperson TeleRep/DC, Washington DC (2995)
Sales Office TeleRep Washington DC
Buyer Name CLOYD, ELISE
Phone/Fax (215) 564-1206 / (215) 564-1103
CPE 2118
Account Types National/Political Issue Agency BRD
Billing Type Standard
Comments CWA-LEGISLATIVE ACT

Date Entered 10/24/12
Last Modified 10/24/12
Entered By Katie Freckleton
CO-OP No
Headline # 06394497
Demo A35+
Order Type Normal
Package Deal
Commission % 15.00
Commission \$20,827.50
Net Total \$118,022.50
Sales Tax

Salt Lake City (KUTV)		
By Broadcast Month	Spots	Rate
Nov. 2012	53	\$138,850.00
Grand Total:	53	\$138,850.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / News (1)	10/29/12-11/02/12	1	:30	6A- 8A (MST)	3	X	X	X	X	X			3	\$1,560.00	\$4,680.00	Salt Lake City (KUTV)	NEWS	10/24/12
2.0	Normal Line / SPOT (2)	10/29/12-11/02/12	1	:30	8A- 9A (MST)	5	X	X	X	X	X			5	\$630.00	\$3,150.00	Salt Lake City (KUTV)	NEWS	10/24/12
3.0	Normal Line / News (3)	10/29/12-11/02/12	1	:30	12P- 1P (MST)	5	X	X	X	X	X			5	\$630.00	\$3,150.00	Salt Lake City (KUTV)	NEWS	10/24/12
4.0	Normal Line / News (4)	10/29/12-11/02/12	1	:30	5P- 5:30P (MST)	1	1	1	1	1	1			5	\$1,880.00	\$9,400.00	Salt Lake City (KUTV)	NEWS	10/24/12
5.0	Normal Line / News (5)	10/29/12-11/02/12	1	:30	6P- 6:30P (MST)	3	X	X	X	X	X			3	\$2,500.00	\$7,500.00	Salt Lake City (KUTV)	NEWS	10/24/12
6.0	Normal Line / News (6)	10/29/12-11/02/12	1	:30	10P- 10:35P (MST)	1	1	1	1	1	1			5	\$5,000.00	\$25,000.00	Salt Lake City (KUTV)	NEWS	10/24/12
7.0	Normal Line / SPOT (7)	10/29/12-11/02/12	1	:30	10:35P- 11:38P (MST)	5	X	X	X	X	X			5	\$1,250.00	\$6,250.00	Salt Lake City (KUTV)	LETTERMAN	10/24/12
8.0	Normal Line / Prime (8)	10/30/12-10/30/12	1	:30	6:57-26P- CBS-MCIS (Tuesday)	1		1						1	\$7,500.00	\$7,500.00	Salt Lake City (KUTV)	MCIS	10/24/12
9.0	Normal Line / Prime (9)	10/30/12-10/30/12	1	:30	8P- CBS-MCIS: Los Angeles (Tuesday)	1		1						1	\$6,250.00	\$6,250.00	Salt Lake City (KUTV)	MCIS LA	10/24/12
10.0	Normal Line / Prime (10)	10/31/12-10/31/12	1	:30	9P- CBS-CSI Crime Scene Investigation (Wednesday)	1			1					1	\$7,500.00	\$7,500.00	Salt Lake City (KUTV)	CSI	10/24/12
11.0	Normal Line / Prime (11)	11/01/12-11/01/12	1	:30	8P- CBS-Person of Interest (Thursday)	1				1				1	\$6,250.00	\$6,250.00	Salt Lake City (KUTV)	PERSON OF INTEREST	10/24/12

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:

Katie Freckleton 10/25/12



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Date Entered 10/24/12
Last Modified 10/24/12
Entered By Kate Freckleton
CO-OP No
Headline # 0639497
Demo A35+
Order Type Normal
Package Deal
Commission % 15.00
Commission \$20,827.50
Net Total \$118,022.50
Sales Tax

Salt Lake City (KUTV)
By Broadcast Month
Nov. 2012
Grand Total:
Spots 53
Rate \$138,850.00
\$138,850.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
12.0	Normal Line / Prime (12)	11/01/12-11/01/12	1	:30	9p- CBS-Elementary (Thursday)					1				1	\$7,500.00	\$7,500.00	Salt Lake City (KUTV)	ELEMENTARY	10/24/12
13.0	Normal Line / Prime (13)	11/02/12-11/02/12	1	:30	7:59:30P- CBS-CSI New York (Friday)						1			1	\$3,750.00	\$3,750.00	Salt Lake City (KUTV)	CSI NY	10/24/12
14.0	Normal Line / Prime (14)	11/02/12-11/02/12	1	:30	9P- CBS-Blue Bloods (Friday)						1			1	\$3,130.00	\$3,130.00	Salt Lake City (KUTV)	BLUE BLOODS	10/24/12
15.0	Normal Line / News (15)	11/03/12-11/03/12	1	:30	5P- 6P (MST)							1		1	\$940.00	\$940.00	Salt Lake City (KUTV)	NEWS	10/24/12
16.0	Normal Line / News (16)	11/03/12-11/03/12	1	:30	10P- 10:35P (MST)							1		1	\$3,130.00	\$3,130.00	Salt Lake City (KUTV)	NEWS	10/24/12
17.0	Normal Line / Prime (17)	11/04/12-11/04/12	1	:30	8P- CBS-The Good Wife (Sunday)								1	1	\$6,250.00	\$6,250.00	Salt Lake City (KUTV)	GOOD WIFE	10/24/12
18.0	Normal Line / News (18)	11/04/12-11/04/12	1	:30	10P- 10:35P (MST)								1	1	\$5,000.00	\$5,000.00	Salt Lake City (KUTV)	NEWS	10/24/12
19.0	Normal Line / News (19)	11/05/12-11/06/12	1	:30	6A- 8A (MST)		2	X	X					2	\$1,560.00	\$3,120.00	Salt Lake City (KUTV)	NEWS	10/24/12
20.0	Normal Line / SPOT (20)	11/05/12-11/06/12	1	:30	8A- 9A (MST)		2	X	X					2	\$630.00	\$1,260.00	Salt Lake City (KUTV)		10/24/12
21.0	Normal Line / News (21)	11/05/12-11/06/12	1	:30	12P- 1P (MST)		2	X	X					2	\$630.00	\$1,260.00	Salt Lake City (KUTV)	NEWS	10/24/12
22.0	Normal Line / News (22)	11/05/12-11/06/12	1	:30	5P- 5:30P (MST)		1	X	X					1	\$1,880.00	\$1,880.00	Salt Lake City (KUTV)		10/24/12
23.0	Normal Line / News (23)	11/05/12-11/06/12	1	:30	6P- 6:30P (MST)		1	X	X					1	\$2,500.00	\$2,500.00	Salt Lake City (KUTV)		10/24/12

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Salt Lake City (KUTV)

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24.0	Normal Line / News (24)	11/05/12-11/06/12	1	:30	10P- 10:35P (MST)	1	X	X						1	\$5,000.00	\$5,000.00	Salt Lake City (KUTV)		10/24/12
25.0	Normal Line / SPOT (25)	11/05/12-11/06/12	1	:30	10:35P- 11:38P (MST)	1	X	X						1	\$1,250.00	\$1,250.00	Salt Lake City (KUTV)	LETTERMAN	10/24/12
26.0	Normal Line / Prime (26)	11/05/12-11/05/12	1	:30	9P- CBS-Hawaii Five-O (Monday)	1	1							1	\$6,250.00	\$6,250.00	Salt Lake City (KUTV)	HAWAII FIVE O	10/24/12

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:

REP HEADLINE# 6394497
*** ORIGINAL REV#0 ***

REP: TEL# 215-564-1206 FAX# 215 564 1103
CREDIT ADVISORY: AGENCY CREDIT RISK !!!
ORDER WORKSHEET HARRIS REPORT FROM REP
OCT24/12 11.19
*** KUTV-TV ***

ADV # ADV. NAME ISS/CWA-LEGISLATIVE ACT CO REP. # OFF. # SALESMAN # *201*

AGY # AGY. NAME MENTZER MEDIA SERVICES, INC. BUYER NAME ELISE CLOYD

600 FAIRMOUNT AVENUE, SUITE 306 SALES PRSN WA- CHERYL BLAIR

TOWSON, MD 21286

1399748

ORDER # ~~1399748~~ CONTRACT # 6394497 CLASS: NATL. LOCAL REGIONAL

PRDCT CWA-LEGISLATIVE ACT EST#2118 COMMENTS: (LINE, ORDER, INVOICE)

FLIGHT DATES OCT29/12 NOV6/12 WK-2

CITY TAX STATE TAX CO-OP BILLING NEEDED DATE OCT24/12 11.19

REP: TO SHANNON
FR LINDSEY FOR CHERYL
NEW ORDER
TTLS \$138,850
PLEASE CONFIRM, THANKS!

CON CM ***** THIS IS A CASH IN ADVANCE SCHEDULE *****
ALL STATIONS USING ELECTRONIC INVOICING - AGENCY IDB #1021
AN ELECTRONIC INV.WEBSITE "EMEDIA TRADE-INVOICING" IS ALSO AVAILBLE
FOR THIS AGENCY. THE IDB# FOR THE WEBSITE IS: EMT12009

Section #1

LINE# : REP : CD : TIME PERIOD : LGTH : SEC : RATE : START : END : SPTS : WEEK : DAYS : TOTL :
: LINE# : : : : : : : DATE : DATE : /WK : INVT : : SPTS :

AGENCY ADVERTISER CODE =
AGENCY PRODUCT CODE =
AGENCY EST# = 2118

X 600A-800A 30 ✓ \$1,560.00 10/29 11/2 3 M-F 3

PROGRAM : NEWS

X 800A-900A 30 ✓ \$630.00 10/29 11/2 5 M-F 5

PROGRAM : CBS THIS AM

REP: TEL# 215-564-1206 FAX# 215 564 1103
CREDIT ADVISORY: AGENCY CREDIT RISK !!
ORDER WORKSHEET HARRIS REPORT FROM REP
OCT24/12 11.19
*** KUTV-TV ***

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
15			500P-600P	30	✓	\$940.00	11/3	11/3	1		SAT	1
PROGRAM : 2NEWS												
16			1000P-1035P	30	✓	\$3,130.00	11/3	11/3	1		SAT	1
PROGRAM : NEWS												
17			800P-900P	30	✓	\$6,250.00	11/4	11/4	1		SUN	1
PROGRAM : GOOD WIFE												
18			1000P-1035P	30	✓	\$5,000.00	11/4	11/4	1		SUN	1
PROGRAM : KUTV NEWS												
19			600A-800A	30	✓	\$1,560.00	11/5	11/6	2		M-TU	2
PROGRAM : NEWS												
20			800A-900A	30	✓	\$630.00	11/5	11/6	2		M-TU	2
PROGRAM : CBS THIS AM												
21			1200N-100P	30	✓	\$630.00	11/5	11/6	2		M-TU	2
PROGRAM : NOON NEWS												
22			500P-530P	30	✓	\$1,880.00	11/5	11/6	1		M-TU	1
PROGRAM : NEWS												
23			600P-630P	30	✓	\$2,500.00	11/5	11/6	1		M-TU	1
PROGRAM : NEWS												
24			1000P-1035P	30	✓	\$5,000.00	11/5	11/6	1		M-TU	1
PROGRAM : NEWS												
25			1035P-1138P	30	✓	\$1,250.00	11/5	11/6	1		M-TU	1
PROGRAM : LETTERMAN												
26			900P-1000P	30	✓	\$6,250.00	11/5	11/5	1		MON	1
PROGRAM : HAWAII 5-0												

REP HEADLINE# 6394497
 *** ORIGINAL REV#0 ***

REP: TEL# 215-564-1206 FAX# 215 564 1103
 CREDIT ADVISORY: AGENCY CREDIT RISK !!!
 ORDER WORKSHEET HARRIS REPORT FROM REP
 OCT24/12 11.19
 *** KUTV-TV ***

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
: LINE#	:	:	:	:	:	:	DATE	DATE	:	:	:	: SPTS:

CONTRACT TOTAL 138850.00
 TOTAL SPOTS 53

NOV/12 138850.00

MARKET TOTALS \$315,568 KUTV 44% KTVX 12% KSL 21% KSTU 15% KUCW 0% KJZZ 8% KCSG 0%
 KMYU 0%

SVC- NSI
 DEMOS- RA35+*

AGREEMENT FORM FOR NON-CANDIDATE/ISSUE ADVERTISEMENTS

Station and Location:	Date:
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I, Lauren Schumacher
do hereby request station time concerning the following issue:

Concerned Women for America Legislative Action Committee
--

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
	VARIES				

Total Charges: \$ _____ GROSS

This broadcast time will be used by: Concerned Women for America Legislative Action Committee

Does the programming (in whole or in part) communicate "a message relating to any political matter of national importance?"	
<input type="checkbox"/> Yes	<input type="checkbox"/> No

For programming that "communicates a message relating to any political matter of national importance," list the name of the legally qualified candidate(s) the programming refers to, the office(s) being sought and the date(s) of the election(s) (if applicable):

N/A

For programming that "communicates a message relating to any political matter of national importance," attach Agreed Upon Schedule (Page 3)

I represent that the payment for the above described broadcast time has been furnished by:

Concerned Women for America
Legislative Action Committee

and you are authorized to announce the time as paid for by such person or entity. The entity furnishing the payment, if other than an individual person, is:

☒ a corporation; ☐ a committee; ☐ an association; ☐ or other unincorporated group.

The names, offices, and addresses of the chief executive officers, directors, and/or authorized agents of the entity are named below (may be attached separately):

THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.

I agree to indemnify and hold harmless the station for any damages or liability, including reasonable attorney's fees, that may ensue from the broadcast of the above-requested advertisement(s). For the above-stated broadcast(s), I also agree to prepare a script, transcript, or tape, which will be delivered to the station at least _____ before the time of the scheduled broadcasts.

TO BE SIGNED BY ISSUE ADVERTISER

7/18/11
Date

Lee K. Fanning
Signature

202-488-7000
Contact Phone Number

TO BE SIGNED BY STATION REPRESENTATIVE

☐ Accepted

☐ Accepted in Part

☐ Rejected

Signature

Printed Name

Title

Concerned Women for America
Legislative Action Committee

1015 Fifteenth Street, N.W., Suite 1100
Washington, D.C. 20005

(202)-488-7000

Penny Nance, Chief Executive Officer
Lee LaHaye, Chief Financial Officer
Betty Lou Martin, Treasurer



Client Information Request Form
Issue

Advertiser Group Name: Concerned Women for America
Legislative Action Committee

Address: 1015 15th St., N.W., Suite 1100

City, State & Zip Code: Washington, D.C. 20005

Phone: 202-488-7000

Fax: 202-488-0806

Executive Director or
President Penny Nance

Group Treasurer Betty Lou Martin